

S/N: 09/892,633

Amendment Filed December 8, 2006

Office Action dated June 8, 2006

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REMARKS

Claims 1-18 are pending in the application. Claims 13-18 are rejected under 35 U.S.C. §103(a) as being unpatentable over Fields et al. (U.S. 6,605,120) in view of Bernardo et al. (U.S. 6,684,369). Claims 1-3, 5-7 and 10 are rejected under 35 U.S.C. §103(a) as being unpatentable over Fields et al., in view of Davis et al. (U.S. 2002/0133516), further in view of Bernardo et al. Claims 4, 8, 9, 11 and 12 are rejected under 35 U.S.C. §103(a) as being unpatentable over Fields et al., in view of Davis et al., and Bernardo et al., further in view of Burich (U.S. 2002/0069175).

Claim 1

A. "Console engine"

Applicants submit the cited references do not teach or suggest "[a] console engine to receive requests for web pages and messages to be sent to web pages..." (e.g., as described in claim 1).

In claim 1, a console engine receives a request for a web page and communicates with an XML repository that has a plurality of parts of web pages, a plurality of HTML/XML templates, and an application handler registered to modify one of the templates. With an extracted template for the requested web page, the use of the application handler generates a part of the web page incorporates it into the template to form the web page (e.g., that can then be sent back to the user that sent a request for a web page).

The present Office Action repeats the rejection of claim 1 under 35 U.S.C. § 103(a) stating that Fields in combination with Davis teaches all of the features of claim 1. See Office Action dated 6/8/2006, page 5. Then at page 10 of the Office Action, it states that "Fields in

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view of Davis does not expressly teach, but Burich teaches "console API" (para. 30)." Since the console engine feature is incorporated into Claim 1, it would appear that the Office Action is ambiguous as to whether the feature is shown in Fields in combination with Davis or not.

Nevertheless, in the "Response to Arguments" section, the Office Action attempts to support its rejection by using one example embodiment in the Applicant's specification (citing page 6) to define the term "console engine". Applicants submit this is improper. The limitations of a claim should be interpreted in light of the whole specification, not one exemplary embodiment of many.

The Office Action cites to column 4, lines 55-66 and column 5, lines 15-30 as describing the relevant limitations. See Office Action dated 6/8/2006, page 13. Column 4, lines 55-66 state:

During configuration, the pass through publisher 101 at the hosting site 103 is provided with the URLs 105 for the desired content provider web servers 107 and a set of filters 109 for the content publisher's document templates 111. For ease in illustration, a single client 113 and a single web content server 107 are depicted. However, the reader should understand that a plurality of clients and web content servers are typically interconnected through the agency of the hosting site. Upon a request 115 from a client 113 for a given web page, typically made through an HTTP request from the resident browser, the process for providing a page using the pass through mechanism begins.

The above section describes a system wherein the pass through publisher 101 is provided with URLs and a set of filters. It does not describe the ability of the pass through publisher 101 to receive messages to be sent to web pages, as recited in the embodiment of claim 1.

Column 5, lines 15-30 state:

Using the filters and the retrieved HTML page, the pass through publisher 101 parses the HTML source for desired components of the page. Typically, this is the title of the article, the ad banner or banners and the article text itself, although other items on the page are potentially desirable. These pieces of content are then recast into a new web page by means of an HTML template 121 that matches the look and feel of the hosting Web site. The new page includes the graphics of the hosting provider as well as the

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navigational features of the hosting site. This page is then sent 123 to the client 113 for presentation by the browser. In a typical web interaction between browser and server, once the browser receives the HTML page, it issues additional requests for the component files such as .gifs, e.g., ad banners. For the ad banners themselves, the new page preserves the call 125 back to the content provider so that the correct advertising content is presented.

The cited section describes the pass through publisher parsing through HTML source for desired components. It further describes taking pieces of content and recasting them into a new web page. It does not describe the ability of the pass through publisher 101 to *receive messages to be sent to web pages* anywhere, as described in embodiments of the present application (e.g. claim 1). In order to support a proper §103(a) rejection, the cited art must describe at least a console engine to receive both requests for web pages and messages to be sent to web pages. As shown, the Fields reference does not.

Burich fails to make up for the deficiencies of Fields for at least the reasons describe in the previous Response.

Bernardo fails to make up for the deficiencies of Fields. Although Bernardo is directed toward a website creator using templates, it does not describe at least a console engine to receive both requests for web pages and messages to be sent to web pages as described, for example, in embodiments of the present application.

Finally, Davis is directed toward a method and apparatus for an end-to-end content publishing system using XML with an object dependency graph. However, it does not describe at least the relevant limitations discussed above.

B. "Application handler"

Applicants respectfully submit the cited references do not teach or suggest, '[a] system

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for generating and communicating to web pages, comprising: ... said *retrieved application handler being registered to said extracted template* and said *application handler to modify said template and to generate a part of said requested web page and incorporate that part into the template to form the web page*" (e.g., as described in claim 1).

The Office Action asserts Fields discloses extracting web content of a web page that makes a request of the web page, which is an HTML file with references to other files (i.e., .gif, JPEG), with the use of Cascading style sheets, Java applets, and then recasting it into a new web page with HTML template requests of web page refreshed with different advertising and banners with web page generated from the template, citing column 4, line 55 – column 5 line 33. See Office Action dated 6/8/2006, page 6. Applicants respectfully disagree.

Regardless of whether the Fields reference discloses the above subject matter (it does not), Applicants submit the Fields reference does not describe an "application handler" as described in embodiments of the present application. For example, in the embodiment of claim 1, the application handler modifies a template and generates part of a requested web page and incorporates that part into the template to the web page. However, the Fields reference describes an embodiment that is *user-driven*. For example, column 10, line 66- column 11, line 8 states: "*A user with appropriate privileges may assign these and other tasks by selecting various options 104 during the creation of the Web site content. Options 104 may include routing instruction (e.g., route the assignment to Graphics, then Legal, then Sales, etc.), time requirements (e.g., Graphics has ten days to review/edit, Legal has one day, etc.), notification requirements (e.g., Sales will be notified when Graphics has completed its task, etc.) and other workflow options. A user may use input device 106 to select certain options 104.*" (*emphasis added*) Similarly, column 11, lines 27-32 state: "*The user may interactively use an input device*

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106 to select various options 104, thereby, designating various privilege categories. For example, privileges pertaining to Web site creating, editing, approving, posting, viewing and other similar functions may be assigned.” (*emphasis added*) Finally, the user’s role in this process is confirmed by the Abstract, which states: “A software tool is provided for use with a computer system for simplifying the creation of Web sites. *The tool comprises a plurality of pre-stored templates*, comprising HTML formatting code, text, fields and formulas. The templates preferably correspond to different types of Web pages and other features commonly found on or available to Web sites. Each feature may have various options. To create a web site, *a Web site creator (the person using the tool to create a web site) is prompted by the tool through a series of views stored in the tool to select the features and options desired for the Web site.*” (*emphasis added*) Applicants submit the Fields reference fails to describe at least an embodiment wherein an embodiment with an *application handler* or wherein *a retrieved application handler modifies a template and generates a part of a requested web page and incorporates that part into the template to form the web page*, as described in embodiments of the present application.

Bernardo fails to make up for the deficiencies of Fields. Although Bernardo is directed toward a website creator using templates, it does not describe at least an embodiment with an application handler or wherein a retrieved application handler modifies a template and generates a part of a requested web page and incorporates that part into the template to form the web page, as described in embodiments of the present application.

Burich fails to make up for the deficiencies of Fields as well. Burich describes a member accessible information system for managing member information, and selectively providing member information to individual members. However, it does not describe at least the relevant limitations discussed above.

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Finally, Davis is directed toward a method and apparatus for an end-to-end content publishing system using XML with an object dependency graph. However, it does not describe at least the relevant limitations discussed above.

Therefore, Applicants submit the cited reference the cited references fail to describe at least the relevant limitations discussed above. As such, the current rejection of claim 1 is lacking and should be withdrawn. Independent claims 7 and 10 contain similar allowable limitations, and therefore are allowable as well. Claims 2-6, 8-9 and 11-12 are allowable as depending from allowable base claims.

Claim 13

A. "parsing the incoming XML data element based on delimiters to determine the source web page, a destination web page, and data to be received by the destination web page"

Fields concerns the use (or rather reuse) of material from another's web-site on one's own web-site (see Col. 1, lines 51-53). One problem with such a system is that if a second web-site uses the content of a first web-site (e.g., a news article), then revenue that would have been generated by viewing the article at the first web-site is lost (see Col. 1, line 59 to Col. 2, line 5). In Fields an article is displayed with the ads that the originator intended to be shown with the article (see Col. 5, lines 35-41). Policy rules may be added to insure what links are to be included with the re-cast article (See Col. 6, line 61 to Col. 7, line 15).

Applicants respectfully submit the cited references do not teach or suggest "[a] method of communicating between web pages, comprising: receiving an incoming XML data element from a source web page; parsing the incoming XML data element based on delimiters to determine the

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source web page, a destination web page, and data to be received by the destination web page...”
(e.g., as described in claim 13).

In claim 13, an incoming XML data element is parsed to determine the source web-page, the destination web-page, and the data to be received by the destination web-page. A pretoken is created from this XML data element and it is concatenated to a token to form a modified XML data element (MXDE). The MXDE can then be displayed using a web browser.

The Office Action quotes large portions of the claim and states that they can be found in Fields to support a § 103(a) rejection. *See* Office Action dated 6/8/2006, pages 3-4. Applicants respectfully disagree. The claim states that an incoming XML data element is parsed to determine the destination web-page. Such a feature is not shown in Fields. To show this feature the Office Action relies on Col. 5, lines 15-21 (“Using the filters and the retrieved HTML page, the pass through publisher 101 parses the HTML source for desired components of the page. Typically, this is the title of the article, the ad banner or banners and the article text itself, although other items on the page are potentially desirable. These pieces of content are then recast into a new web page by means of an HTML template 121 that matches the look and feel of the hosting Web site.”) and Col. 3, lines 5-10 (“First, a set of pages, possibly a single page, is retrieved from a content provider web server. Next, the web page is parsed to identify a set of selectable content elements. Next, a representation of the original web page is presented in a user interface, wherein the selectable content elements are demarcated. The user will select some of the elements for inclusion in the filter through the user interface, whereby the tool will indicate the selected content elements for inclusion in the filter.”). Nothing in this text describes determining the destination web page from an incoming XML data element.

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To further support its rejection based on Fields, the Office Action relies on Col. 17, lines 45-64 ("Once the web page 901 is retrieved by the pass through agent 911 at the hosting server 905, the XML tag is identified through the parsing process. The data boundaries, data ID and policy data are extracted and are used to assemble the recasted page. If a policy ID is specified, the corresponding policy is retrieved from the policy database. Alternatively, if no policy is specified in the tag, the URL from which the web page was retrieved is used to retrieve the appropriate policy. The policy data, both from the tag and from the policy in the policy database, is used to determine whether the hosting site has permission to recast the web page to the requesting client. The client specific data which is included in the client request such as IP address is matched against the policy for web data or publisher. Other types of client specific data include client operating system, browser manufacturer and version, browser capabilities, e.g., JavaScript, StyleSheets, domain and the referer document which indicates the source URL from which the link originated. If the client specific data is not contained in the initial request, the hosting server can make a query to the client for the needed data, e.g., authentication.").

As stated above, the originator of content can set policies for how its data will be displayed at a second site. This is performed by the XML tag 909 referred to in the text above (see Col. 7, lines 31-37). The XML tag 909 defines the boundaries of the data for which a policy applies, and the policy itself. Nothing in the XML tag 909 refers to identification of the source page or the destination page. Since a feature of claim 13 is not taught nor suggested by Fields, reconsideration and withdrawal of the rejection of claims 13-18 under 35 U.S.C. § 103 is respectfully requested.

In response, the recent Office Action alleges Fields describes parsing a web page to identify a set of selectable content elements, where selected content elements are extracted from

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a retrieved web page and later reused in the recast web page, citing col. 2, line 67- column 3, line

15. The cited section states:

These objects and others are accomplished by an automated means for defining a filter used to extract web content for a web page wherein the extracted content is used in a recast web page. The recast web page may be produced by a hosting site, or may be part of an effort to revise a web site at a web content provider. First, a set of pages, possibly a single page, is retrieved from a content provider web server. Next, the web page is parsed to identify a set of selectable content elements. Next, a representation of the original web page is presented in a user interface, wherein the selectable content elements are demarcated. The user will select some of the elements for inclusion in the filter through the user interface, whereby the tool will indicate the selected content elements for inclusion in the filter. The tool constructs the filter so that when the filter is used, the selected content elements are extracted from a retrieved web page from the content provider web server and reused in the recast web page. As part of the process of identifying the selectable content elements, a set of varied headers can be used to retrieve multiple versions of the same web page. In this way, the multiple versions of the web page are compared to identify static and dynamic content elements and marked as static or dynamic.

The cited section includes a description of the parsing of a web page to identify selectable content elements and the presentation of those elements to the user. It further describes the user selecting elements for inclusion in the filter, so that the filter may extract them and reused in the recast web page.

Applicants submit the cited section is not directed toward receiving an incoming XML data element from a source web page; parsing the incoming XML data element based on *delimiters to determine the source web page, a destination web page, and data to be received by the destination web page* as described in embodiments of the present application. In fact, the cited section does not discuss determining the source web page or destination web page at all. In order to support a proper §103(a) rejection, the cited art must describe at least *these* limitations. As shown, Fields does not.

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Bernardo fails to make up for the deficiencies of Fields. Although Bernardo is directed toward a website creator using templates, it does not describe at least the relevant limitations discussed above.

B. "pretoken"/ "concatenating the pretoken to a token"

Applicants also respectfully submit the cited references do not teach or suggest at least "[a] method of communicating between web pages, comprising: ... creating a pretoken from the data in the incoming XML data element; concatenating the pretoken to a token to form a modified XML data element..." (e.g., as described in claim 13).

The Office Action asserts the Fields teaches the relevant limitations at column 17, lines 45-64. *See* Office Action dated 6/8/2006, page 3. Applicants disagree.

Once the web page 901 is retrieved by the pass through agent 911 at the hosting server 905, the XML tag is identified through the parsing process. The data boundaries, data ID and policy data are extracted and are used to assemble the recasted page. If a policy ID is specified, the corresponding policy is retrieved from the policy database. Alternatively, if no policy is specified in the tag, the URL from which the web page was retrieved is used to retrieve the appropriate policy. The policy data, both from the tag and from the policy in the policy database, is used to determine whether the hosting site has permission to recast the web page to the requesting client. The client specific data which is included in the client request such as IP address is matched against the policy for web data or publisher. Other types of client specific data include client operating system, browser manufacturer and version, browser capabilities, e.g., JavaScript, StyleSheets, domain and the referer document which indicates the source URL from which the link originated. If the client specific data is not contained in the initial request, the hosting server can make a query to the client for the needed data, e.g., authentication.

The cited section is directed toward the identification and parsing of a single XML tag. The cited section describes parsing the identified XML tag to determine whether any policy data is present, and following a course of action depending on its presence. It further describes what to do if any client specific data is present (or not) in the parsed XML tag.

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Applicants submit the cited sections do not teach or suggest *creating a pretoken* from the data in the incoming XML data element and *concatenating the pretoken to a token* to form a modified XML data element. Indeed, the cited section is not directed toward creating or concatenating even generally; it is directed toward parsing.

Bernardo fails to make up for the deficiencies of Fields. Although Bernardo is directed toward a website creator using templates, it does not describe at least the relevant limitations discussed above.

Since the cited references fail to teach or suggest each and every limitation of the claim 13, the current rejection §103(a) is lacking and should be withdrawn. Applicants submit claims 14-18 are allowable as depending from an allowable base claim.

CONCLUSION

Applicant respectfully submits that this application is in condition for allowance. A Notice of Allowance is earnestly solicited.

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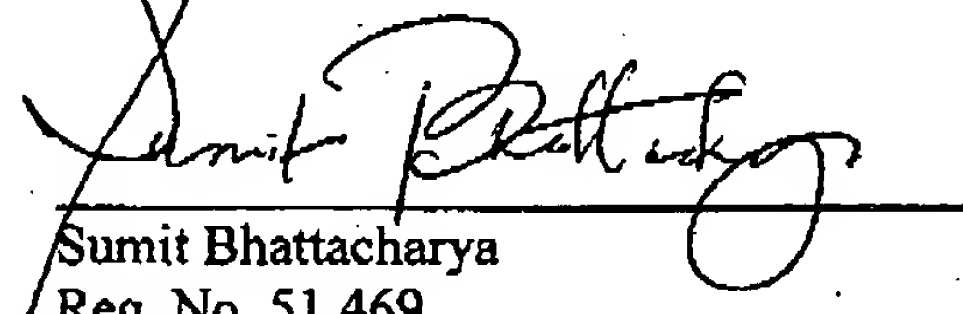
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The Examiner is invited to contact the undersigned at (408) 975-7950 to discuss any matter concerning this application. The Office is hereby authorized to charge any additional fees or credit any overpayments under 37 C.F.R. § 1.16 or § 1.17 to Deposit Account No. 11-0600.

Respectfully submitted,
KENYON & KENYON LLP

Dated: December 8, 2006

By:


Sumit Bhattacharya
Reg. No. 51,469

KENYON & KENYON LLP
333 West San Carlos Street
Suite 600
San Jose, CA 95110
(408) 975-7500 telephone
(408) 975-7501 facsimile